



Issue Statement

In a digital age where the internet makes consumerism increasingly accessible, clothing waste has emerged as a rapidly growing problem for the international community. An estimated 1.92 million tonnes of textile waste is produced each year, and the average American citizen will throw away 81.5 pounds of clothes each year. Much of these discarded clothes end up in landfills where they pollute environments, ecosystems and communities around the world

Vision & Mission Statement

In Another Life seeks a world where clothing is produced and purchased sustainably without clothing waste polluting communities. In Another Life will empower consumers to approach clothing more sustainably through second-hand retail and education opportunities, disrupting the flow of clothes that ends up in landfills across the world.

Strategy & Product

In Another Life seeks to tackle clothing waste with a multi-faceted approach beginning locally in Tacoma, WA. We will run a physical storefront near the University of Washington Tacoma campus that serves 2 purposes: a second-hand retail space to provide accessible/affordable clothing for the community, and a creative studio space where we will provide equipment, classes, educational seminars, and a workspace for the public. The storefront serves as an active effort to reduce the amount of clothing that ends up in landfills by keeping them within the consumer cycle, while the open-studio space serves to promote long-term sustainable change through education and promotion of better consumer practices such as sewing, clothing repair, and resizing. All inventory will be donated from community drop-offs allowing better margins and affordable pricing. The open-studio will provide an additional stream of revenue to supplement our mission through education and community outreach. We plan to eventually scale this model to the greater PNW area through additional locations and strategic partnerships however this is not part of our 3-year plan.

Financial Highlights

We project financial viability from year one of operations. Our lower operation costs can be attributed to a lack of distribution costs, minimal staffing, and minimal supply costs. Aside from upfront costs to open a physical storefront, our primary cost driver is labor.

	Year 1	Year 2	Year 3
Gross Sales	\$ 183,300	\$ 201,257	\$ 219,878
Operating Expenses	\$ 164,910	\$ 169,090	\$ 173,475
Net Income (post-tax)	\$ 9,775	\$ 19,419	\$ 29,385